

Putting Nevada children on the path to college

Establishing a college savings account in your child's name dramatically increases his or her likelihood of attending college. That's why, as your state treasurer, I worked closely with the Nevada College Savings Board, which I chair, in making a determined effort to open such an account for all Nevada kindergarten students; to instill in your child the dream of achieving a college education.

We're doing this with an initial \$50 deposit into your child's account, which will grow over the next 13 years while your child prepares to attend an institution of higher learning.

Our goal is to help you "Be ready when your child is ready."



Kate Marshall
Nevada State Treasurer

Center for Social Development at Washington University in St. Louis outlined in "The Role of Savings and Wealth in Reducing 'Wilt' Between Expectations and College Attendance

\$50 initial account deposit
for 2013 kindergartners
at select schools!

Help us kick college dreams into high gear by playing an active role in promoting this program in your classrooms and community.



Learn more about how the Nevada State Treasurer's Office is investing in your child's future:

CollegeKickStart.nv.gov
1-888-477-2667

Making contributions to your child's own college savings account

Parents and other caregivers are encouraged to explore opening a separate SSgA Upromise 529 Plan college savings account. It's easy and affordable. You can open an account for as little as \$15 and then continue to make monthly contributions. Family and friends can also contribute to your child's personal account. To learn how opening such an account can help you kick start planning for your child's future higher education needs, go to Nevadas529.com or call 1-800-587-7305.

nevada college
kickstart

Their future starts now.



Administered by Nevada
State Treasurer Kate Marshall

CollegeKickStart.nv.gov





Making a proven difference in their lives:

Research shows that the following findings apply to all students, regardless of family income, ethnicity, or the educational attainment of their parents:

- Washington University's Center for Social Development – "Children with an established college savings account are up to seven times more likely to attend college than those without."
- University of Kansas' School of Social Welfare – "Saving for college sends a strong message to children: You are a college saver; you are college-bound."

Be ready when they are! Let's kick start your child's future higher education needs together!



Nevada College Kick Start Program

A visionary pilot program that will establish, with an initial deposit of \$50, an SSgA Upromise 529 Plan college savings account in the name of each 2013 kindergartner enrolled in a public school in counties and schools located within the pilot program area. Administered by State Treasurer Kate Marshall and the Board of Trustees of the College Savings Plans of Nevada, the program's funding is generated through grants, private sponsorships, and program management fees. No taxpayer dollars are utilized.

Planting the seed early

The program targets kindergartners in order to get families excited about and committed to college as early as possible. Through this kind of long-term dialogue and planning, we hope to create a "college-going culture" that will inspire our youth to have the expectation of attending college.

How you can learn more

Visit **CollegeKickStart.nv.gov**. You'll also receive information about the program and your child's account periodically through your child's school and from the Nevada State Treasurer's Office.

Your child's account created automatically

Getting started requires no action on your part. Your child's account is created through information provided by his or her school (name and school ID number). If you do not wish for your child to have an account, simply go to **CollegeKickStart.nv.gov** and complete the "Opt Out" form, or call 1-888-477-2667.

Participation costs nothing

This program is free to all participants; there are no fees, charges or hidden costs. You also do not need to make any additional contributions to your child's College Kick Start account.

Easy access when college rolls around

When your child is ready for college, all he/she needs to do is contact the Treasurer's Office at 1-888-477-2667 to request a distribution. The Treasurer's Office will verify your student's information and arrange for the funds to be sent directly to the selected institution of higher learning.

